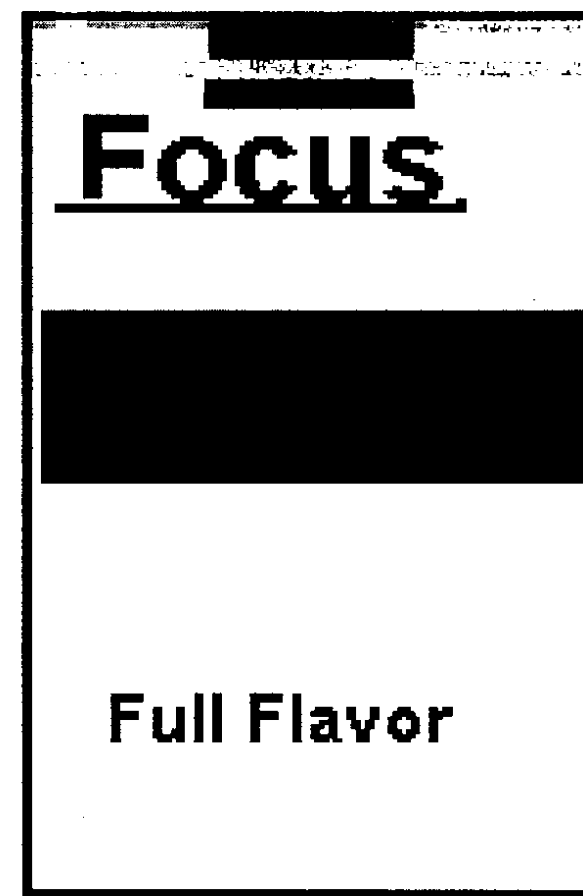


RJR Private Label Brands

Make Cents!

- Regular price: \$13.97
 - Less *Everyday discount* - 1.25
(Off Invoice)
 - Wholesale Price: **\$12.72 Carton**
- Suggested Retail Price: \$1.39 Pack
\$13.99 Carton



RJR Private Label Brands

- Increased sales of RJR cartons increases your RJR contract payments
- Qualifies for RJR Level II Co-Marketing Plan - possibly Level III
- Gives your customers a quality low cost brand - made by RJR
- Price will be low all the time directly from your wholesaler - no need to rely on S/R visits to reorder or maintain the low price

CURRENT PRICING:

Current List Price:	\$9.19
Off Invoice:	<u>-1.35</u>
	\$7.84
Tax:	<u>5.60</u>
	\$13.44
State Min. Mark up:	<u>.53</u>
	\$13.97
Less Accrual Funds:	-\$ 1.10
Monthly Accrual:	<u>.15</u>
Current Wholesale:	\$13.97

- With variable discounts in a few stores -limited distribution

SUGGESTED PRICING:

Current List Price:	\$9.19
Off Invoice:	<u>-1.35</u>
	\$7.84
Tax:	<u>5.60</u>
	\$13.44
State Min. Mark up:	<u>.53</u>
	\$13.97
Less Accrual Funds:	-\$ <u>1.25</u>
Suggested Wholesale:	\$12.72

- Consistent discount in all stores - Wide distribution
- RJR S/R's actively *selling* Brand

RJR Private Label Brands Make Cents

- Allows RJR to achieve parity pricing in all tiers in your accounts
- Parity pricing allows RJR to invest in promotional discounting & merchandising - causing retail accounts to sell more cigarettes!

